

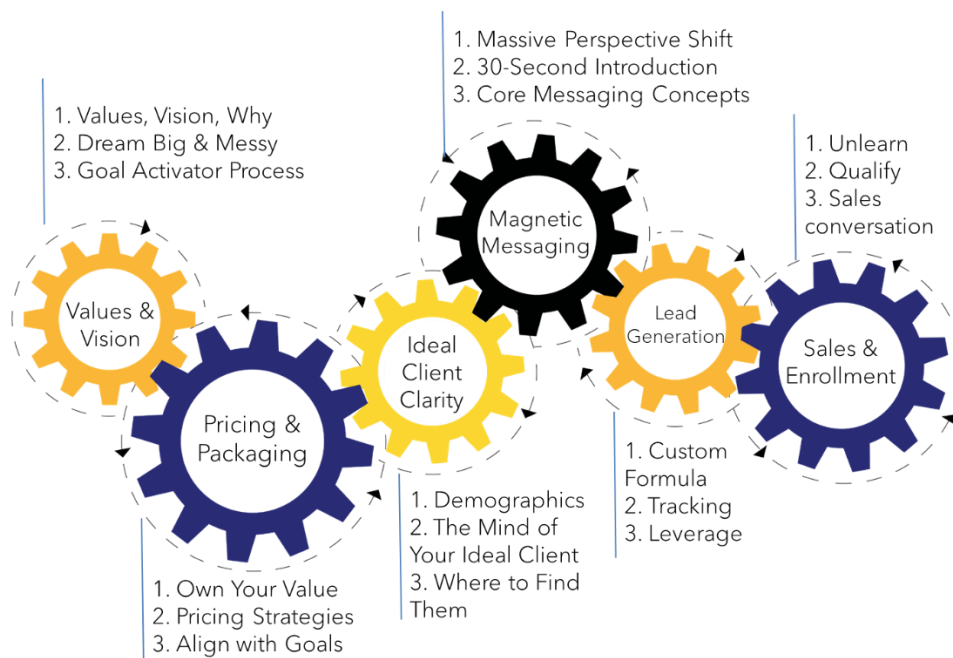
# Fill Your Speaking Calendar NOW

## The Easiest Way to Book More Gigs and Attract New Clients

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### Course Outline

- ❑ The Big Picture Strategies
- ❑ Define Your Ideal Audience
- ❑ Tactics to Find and Book Gigs
- ❑ Q & A
- ❑ Tactics to Find and Book Gigs (continued)
- ❑ Next Steps to Turn Unpaid Speaking into High-Quality Paying Clients
- ❑ Q & A



## 1. The Big Picture Strategies

The 3 keys to attract high-quality, paying clients through unpaid speaking.

- 1.
- 2.
- 3.

## 2. Define Your Ideal Audience.

Where your focus must be:

Everything about your \_\_\_\_\_ - the audiences you get in front of, your title, the content, the offer - all must be designed exclusively with your \_\_\_\_\_ in mind!

Why define your audience?

Ideal audience, defined:

Your ideal audience is where your ideal clients show up in \_\_\_\_\_.

## Speaking Gig Search Organizer

1.	2.	3.

## 1. Who IS your ideal client? The basics...

- Industry
- Age
- Gender
- Specific life event
- Corporate
- Business Owners
- Leaders
- Experience Level

## 2. Where do your ideal clients gather?

- Chamber of Commerce
- Professional Group
- Industry Association
- Conference
- Convention
- Retreat
- "Monthly speaker"
- "Breakout session"

### 3. Tactics to Find and Book Gigs

#### BOOKING TACTIC 1: Online Search

Method

\_\_\_\_\_ + \_\_\_\_\_ +  
\_\_\_\_\_ (optional)

Other helpful searches:

- Events for DESCRIPTOR in LOCATION
- Conference for DESCRIPTOR in LOCATION
- Groups for DESCRIPTOR in LOCATION
- Where do DESCRIPTOR gather?
- Associations for DESCRIPTOR in LOCATION

A Word About Al...

Time and logistics of searching

- 1.
- 2.
- 3.

To stay organized with your searches, consider trying this program:  
<https://simplygetclients.com/Monday>. When you enroll **with this link**, my team (at no cost) will set up the exact tracking system we use right in your account.

## The NEW Magic Email

**Subject:** How do I apply for your [group name] group?

Hi NAME,

What is the process for becoming a presenter for your group? I'd love to be considered!

Thanks in advance for your help.

Mary

Two instances when the Magic Email doesn't work.

- 1.
- 2.

## BOOKING TACTIC 2: Referrals

Script:

"What groups do you attend that have guest speakers?"

I speak on the topic of \_\_\_\_\_. Would you be willing to introduce me?"

## BOOKING TACTIC 3: "Follow" Method

1.

2.

## BOOKING BOOSTERS

1.

"I'd like you to think of another group you attend. [pause] If you enjoyed this today, I would appreciate an introduction to other groups who look for speakers on this topic."

2.

"Are there any other groups you know who look for speakers like me?"

3.

**If they answer:** "Hi, I'm calling because I have a question about your [NAME] Group. I was wanted to know the process for being considered as a speaker - are you the right person to talk to about this?"

**Message:** "Hi this is Mary Cravets, I'm calling because I have a question about your [NAME] Group. I just had a question about your programming... could you give me a call back? Or if it's easier you can email me at [mary@simplygetclients.com](mailto:mary@simplygetclients.com)."

## 4. Next Steps to Turn Unpaid Speaking into High-Quality Paying Clients

The Mistakes Speakers Make

Resources and Next Steps to Consistently Attract New Clients Through Speaking

1.

2.

3.

# 1. Book Speaking Gigs

## Checklist

- Title
- Define audience
- Online searching
- Referrals
- "Follow" method
- Magic email
- Talk description write up
- Boosters
  - From the stage
  - Ask the organizers
  - Use the phone

## Success Factors

1. Knowledge of ideal client
2. Clarity of messaging
3. Time management
4. Commitment to taking action
5. Consistent implementation
6. Consistent outreach
7. Consistent action

## 2. Content that Creates Curiosity and Desire

### Checklist

- Opening laugh/yes to immediately get people engaged
- What the audience will learn
- Your story
- Signature System that reveals there's more to learn
- 3 teaching points with engagement and an "aha" moment
- Case studies to deepen learning and build credibility
- Seeding to create curiosity and desire
- Interaction to keep people engaged
- Gather contact information
- Drawing give-away or freebie
- Questions that reveal the gap
- Ask for referrals for speaking gigs (after offer)

### Success Factors

1. Knowledge of ideal client
2. Clarity of messaging
3. Self-discipline to create the structure, even if it feels counter-intuitive
4. Trust in the structure, even though it's unfamiliar
5. Trust yourself!

## 3. Confidently Make an Irresistible Offer

### Checklist

- Set up appointment booking system
- Set up easy URL
- Decide on offer:
  - Paid or unpaid?
  - Individual or corporate?
- Offer Script: Transition from content
- Offer Script: Who is this offer for?
- Offer Script: If you offer a complimentary call, what can they expect on the call?
- Offer Script: Logistically clear invitation.
- Offer Script: Immediate action incentive.

### Success Factors

1. Practice 10x more than content
2. Sales process - so these leads convert into clients
3. Be disciplined with your time so you don't sabotage yourself (I have a timing outline I follow EVERY time!)
4. Follow your offer script!!!
5. Make the people you could serve more important than your fears.
6. Trust yourself!
7. Get the idea of a "pitch" out of your head